

# 2017 Economic Census and 2017 Census of Governments: An Update on the Quinquennials

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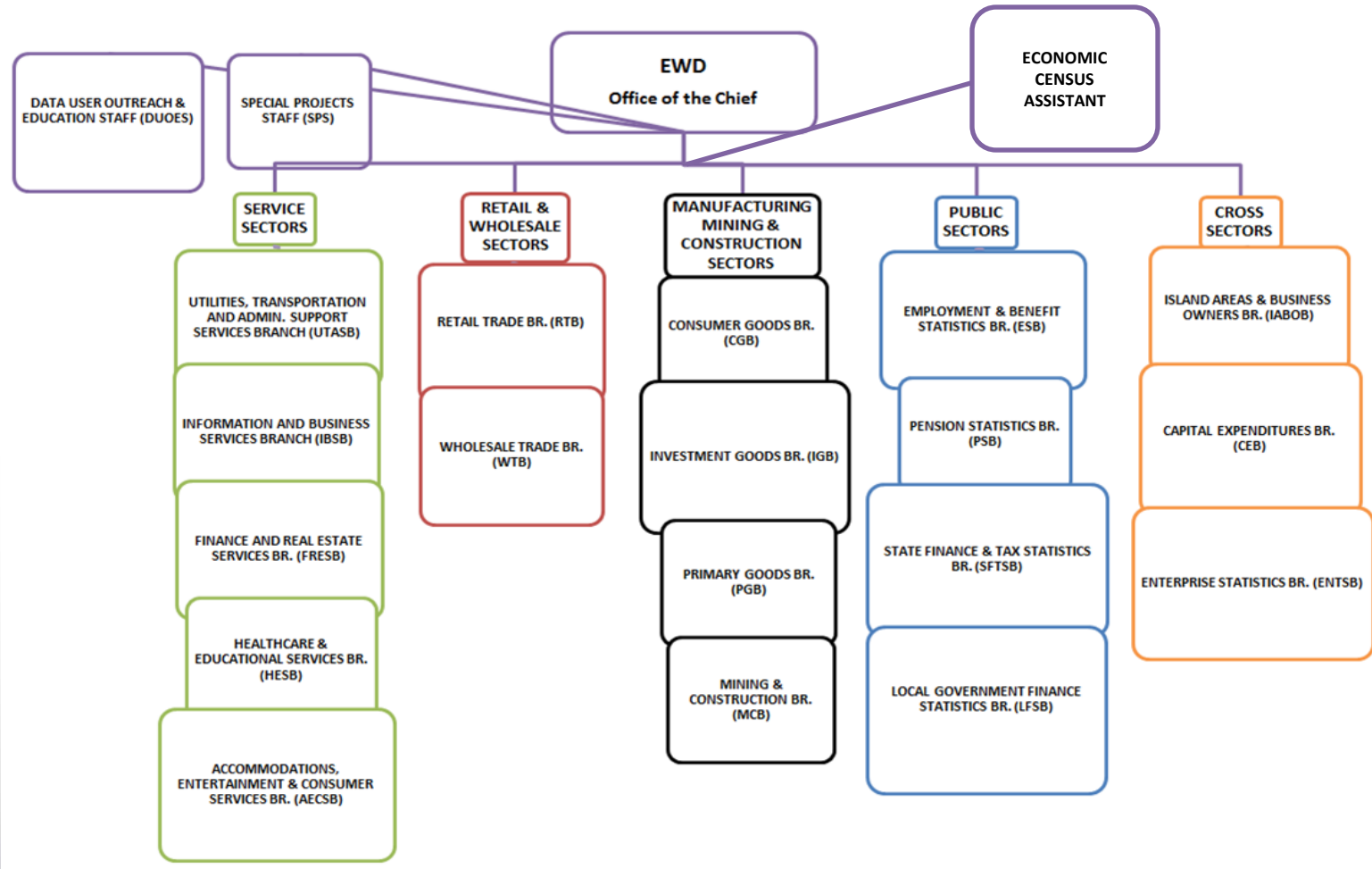
# Agenda

- New for the 2017 quinquennials
- Upcoming content hub for economic data
- Economy-Wide Statistics data products
- Promoting data locally
- Upcoming Releases
- Questions

# Economy-Wide Statistic Division Data



# Economy-Wide Statistics Division (EWD)



# Investing Now to Measure Our Dynamic Economy



## Invest Now to Measure Our Dynamic Economy

Innovation Leads to Better Business Decisions

### What Is the Economic Census?

The Economic Census is the cornerstone of the United States' system of economic statistics. Its data products provide the foundation for other key measures of economic performance.

The Economic Census informs legislation and guides policy decisions, advances economic vitality, encourages economic growth, fosters job creation, supports deficit reduction, and otherwise provides for effective government.

The ongoing research will help the Census Bureau better meet these goals.

### A More Complete Economic Census

■ Existing Economic Census Content ■ Improved Content

arts & entertainment accommodations  
women-owned businesses services  
mining research & development utilities  
supply side/demand side health care  
wholesale trade business practices construction  
technological advances commodity flows  
retail trade labor market innovations  
manufacturing transportation & warehousing  
management

### Elements of an Efficient Economic Census

- 1 Move to 100 percent Internet collection to reduce cost and increase efficiency.
- 2 Reduce respondent burden by relying more on existing business records.
- 3 Automate operations to increase productivity.
- 4 Improve data products to reflect our ever-changing U.S. economy.

More Timely  
+ More Relevant  
Best Picture  
of Our  
Economy



## Invest Now to Keep Pace With Public Sector Data Innovation Empowers Better Public Services

### What Is the Census of Governments?

The Census of Governments is the most comprehensive, comparable, and precise measure of government economic activity. It identifies the scope and nature of the nation's public sector and provides authoritative benchmark figures of public finance, pensions, and employment. It classifies the complex and diverse state and local government organizations, powers, and activities, and measures federal, state, and local fiscal relationships.

With the release of such data product, the Census of Governments provides policy analysts, researchers, and the general public with a more complete and clear picture of the public sector. These data products present information to assist in addressing the issues that concern state and local governments and serve as the foundation for developing national economic and public policy.

The ongoing improvements will help the Census Bureau better meet the needs of our data users.

### A More Efficient Census of Governments

Electronic data collection for more than 90,000 governments is scheduled to increase to 95 percent by 2017.



#### Data Collection by Type of Government



\*Special districts include water districts, fire districts, mosquito abatement districts, and more.

### Elements of an Efficient Census of Governments

- 1 Move towards 100 percent electronic collection to reduce cost and increase efficiency.
- 2 Reduce respondent burden for state and local governments through customized data collection.
- 3 Automate operations to increase productivity.
- 4 Improve data products to reflect the ever-changing public sector activity within the U.S. economy.

More Timely  
+ Less Burden  
Most Relevant  
View of the  
Public Sector



# The 4 Elements of Improvement for the 2017 Quinquennial Censuses

- Moving to 100 percent Internet collection
- Reducing respondent burden (businesses & gov't)
- Automating operations to increase productivity
- **Improving data products to reflect our ever-changing U.S. Economy**

# Updating Content to Reflect the Changing U.S. Economy

## A More Complete Economic Census

■ Existing Economic Census Content   ■ Improved Content

arts & entertainment   accommodations  
women-owned businesses   services  
mining   **research & development**   utilities  
**supply side/demand side**   health care  
wholesale trade   **business practices**   construction  
**technological advances**   commodity flows  
retail trade   **labor market innovations**  
manufacturing   transportation & warehousing  
management

# Disseminating More Timely and Relevant Results

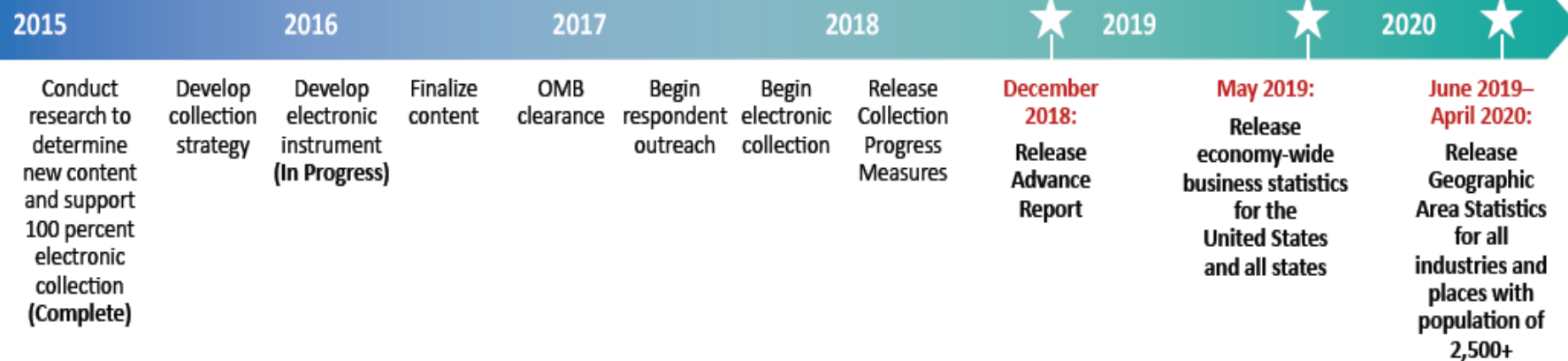
## Economic Census Timeline

### RESEARCH AND TESTING PHASE

### BENEFITS OF RESEARCH

Provide businesses with the right tools to make data-driven decisions.

Disseminate data for use by policy-makers.



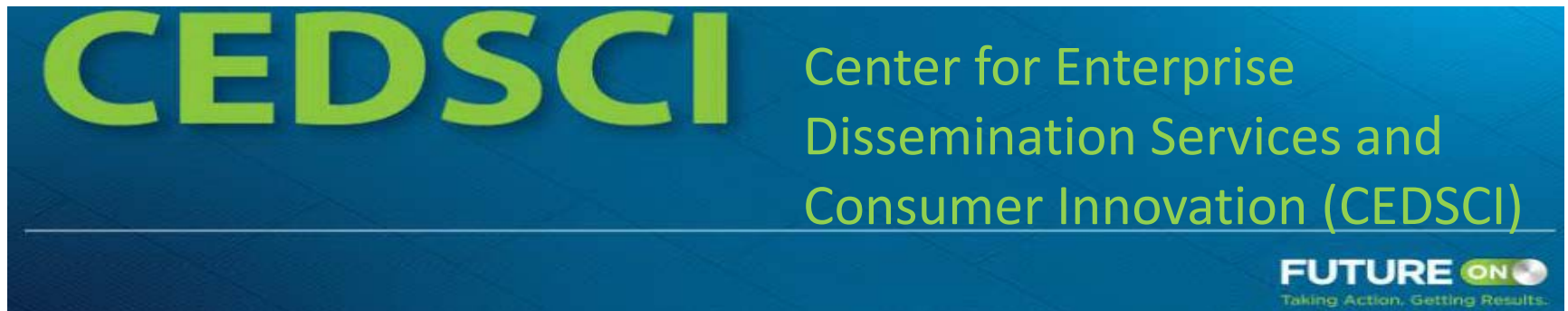


# Finding Ways to Release Data More Quickly for the 2017 Economic Census

	2012 Start	2012 End	2017 Start	2017 End
Advance Report	Mar 2014 CY + 15 mo.		Dec 2018 CY + 12 mo.	
*Industry Series	May 2014 CY + 17 mo.	Feb 2015 CY + 26 mo.	May 2019 CY + 17 mo.	May 2019 CY + 17 mo.
Geographic Area Series/ Statistics	Jan 2015 CY + 25 mo.	Dec 2015 CY + 36 mo.	Jun 2019 CY + 18 mo.	Apr 2020 CY + 28 mo.

\* The 2017 Industry Series will release for the first time state-level data (instead of U.S. level only) at the NAICS subsector level .

# Changing How We Disseminate Our Data



- Single delivery system for data dissemination
- Provides customers access to data and information in forms that are understandable and searchable

# Keeping What Works

## Economic Census: Industry Snapshots

2012

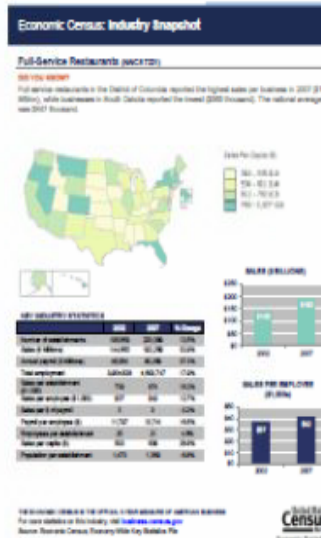
2007

## SELECT AN INDUSTRY 2012

- 21 - Mining, quarrying, and oil and gas extraction
- 22 - Utilities
- 23 - Construction
- 31-33 - Manufacturing
- 42 - Wholesale trade
- 44-45 - Retail trade
- 48-49 - Transportation and warehousing
- 51 - Information
- 52 - Finance and insurance
- 53 - Real estate and rental and leasing
- 54 - Professional, scientific, and technical services
- 55 - Management of companies and enterprises
- 56 - Administrative and support and waste management and remediation services
- 61 - Educational services
- 62 - Health care and social assistance
- 71 - Arts, entertainment, and recreation
- 72 - Accommodation and food services
- 81 - Other services (except public administration)

## 2012 NAICS SEARCH

Enter an Industry code or Title



The *Industry Snapshots* present key statistics from the Economic Census and per capita ratios using data from Population Estimates for a user-selected industry. To choose the industry you are interested in:

- Enter the **2012 North American Industry Classification System (NAICS) code or keyword** into the NAICS SEARCH box above, or
- Choose the industry from the **SELECT AN INDUSTRY** menu to the left using the arrowhead to the left of the NAICS code.

See the Economic Census [release schedule](#) and the Snapshot [FAQs](#) for more information on the data presented.

See the Definitions and Comparability tab in the [Industry Statistics Portal](#) for more information on NAICS changes.

See the Geographic Coverage Tables for more information on the geographies published by industry.

# Better Integrating Content Across Programs with Census Business Builder



Census Business Builder: *Regional Analyst Edition*

[Privacy Act Statement](#) [FAQs](#) [Send Feedback](#)

## Define your region

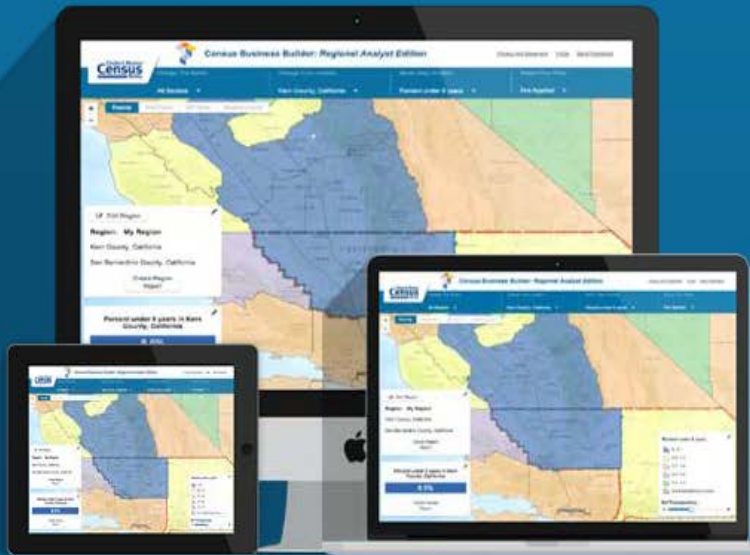
### 1. What is the primary county in your region?

Select the primary county in your region by either clicking on the Go To My Current Location button or by searching for it



or

Go to Map



# Launching a New Content Hub



- One-stop shop for sharable, curated content like videos, infographics, apps and analyses.
- Combined curated content from various libraries—videos, infographics, visualizations—with new “story” content.
- The hub will supplement and coexist Econ’s landing page.

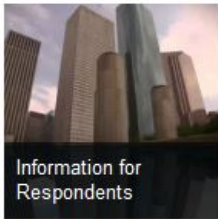


# ECON Migration to Web Transformation

## Annual Capital Expenditures Survey (ACES)

- About this Survey
- Information for Respondents
- Data
- Library
- News & Updates
- Technical Documentation

The Annual Capital Expenditures Survey (ACES) provides data on capital spending for new and used structures and equipment by U.S. nonfarm businesses with and without employees.



### Latest

- Updates
- News
- Data
- Publications



### 2013 Capital Spending

July 09, 2015

This report provides a historical look at the industry investment shares and capital spending patterns for structures and equipment by all U.S. businesses.



### Capital Spending by U.S. Businesses Increased 4.5 Percent in 2013

February 05, 2015


U.S. business spending on new and used structures and equipment rose 4.5 percent, from \$1,423.6 billion in 2012 to \$1,488.2 billion in 2013.



# Explanation of Features

## American Community Survey (ACS)


- About the Survey
- Respond to the Survey
- News & Updates
- Data
- Guidance for Data Users
- Geography & ACS
- Technical Documentation
- Methodology
- Library
- Operations and Administration
- Contact Us



Respond to the ACS  
Learn how

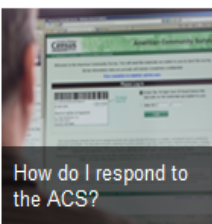
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The American Community Survey helps local officials, community leaders and businesses understand the changes taking place in their communities. It is the premier source for detailed information about the American people and workforce.

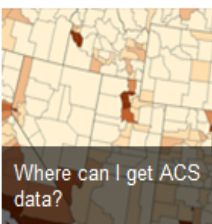


What is the ACS?

3



How do I respond to the ACS?



Where can I get ACS data?

### Latest

Data

News

4

Events

Library



**ACS Provides 10 Years of Local Statistics for Communities Nationwide**  
*December 03, 2015*  
The latest ACS 5-year statistics allow users for the first time to compare two nonoverlapping five-year data sets: 2005-2009 & 2010-2014.



**Wives' Earnings Have Made Gains Relative to Husbands'**  
*November 23, 2015*  
The percent of married couples where the wife earned \$30,000 more than the husband increased between 2000 and 2015.

5



6

# Recognized by Commerce as Infographic of the Week!



#### MINING (EXCEPT OIL AND GAS)

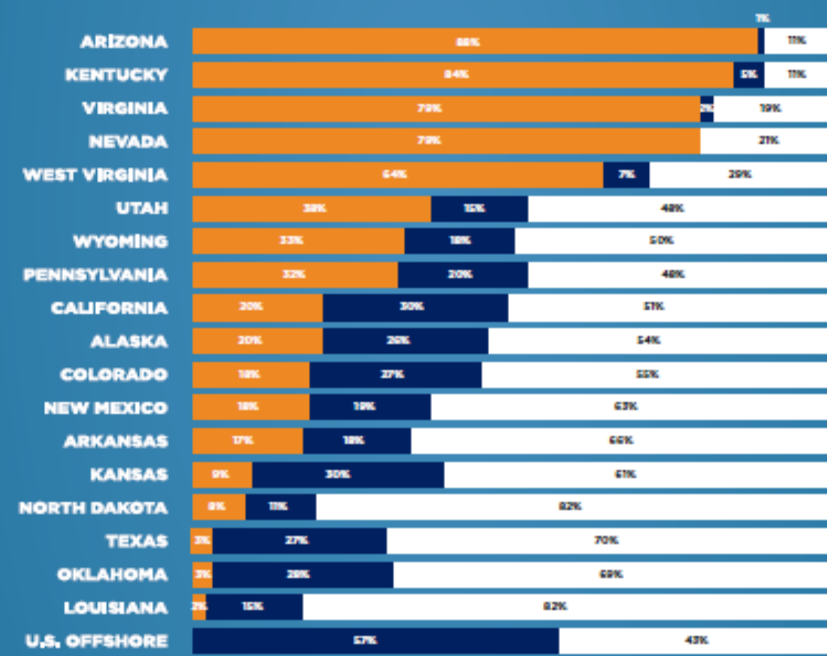
NAICS 202  
Includes copper, iron ore and stone mining and quarrying. Firms engaged in preparing metallic and nonmetallic minerals, including coal, are included in this subsector.

#### OIL AND GAS EXTRACTION

NAICS 201  
Includes the mining and extraction of oil from oil shale and oil sands, as well as operating and developing oil and gas fields.

#### SUPPORT ACTIVITIES

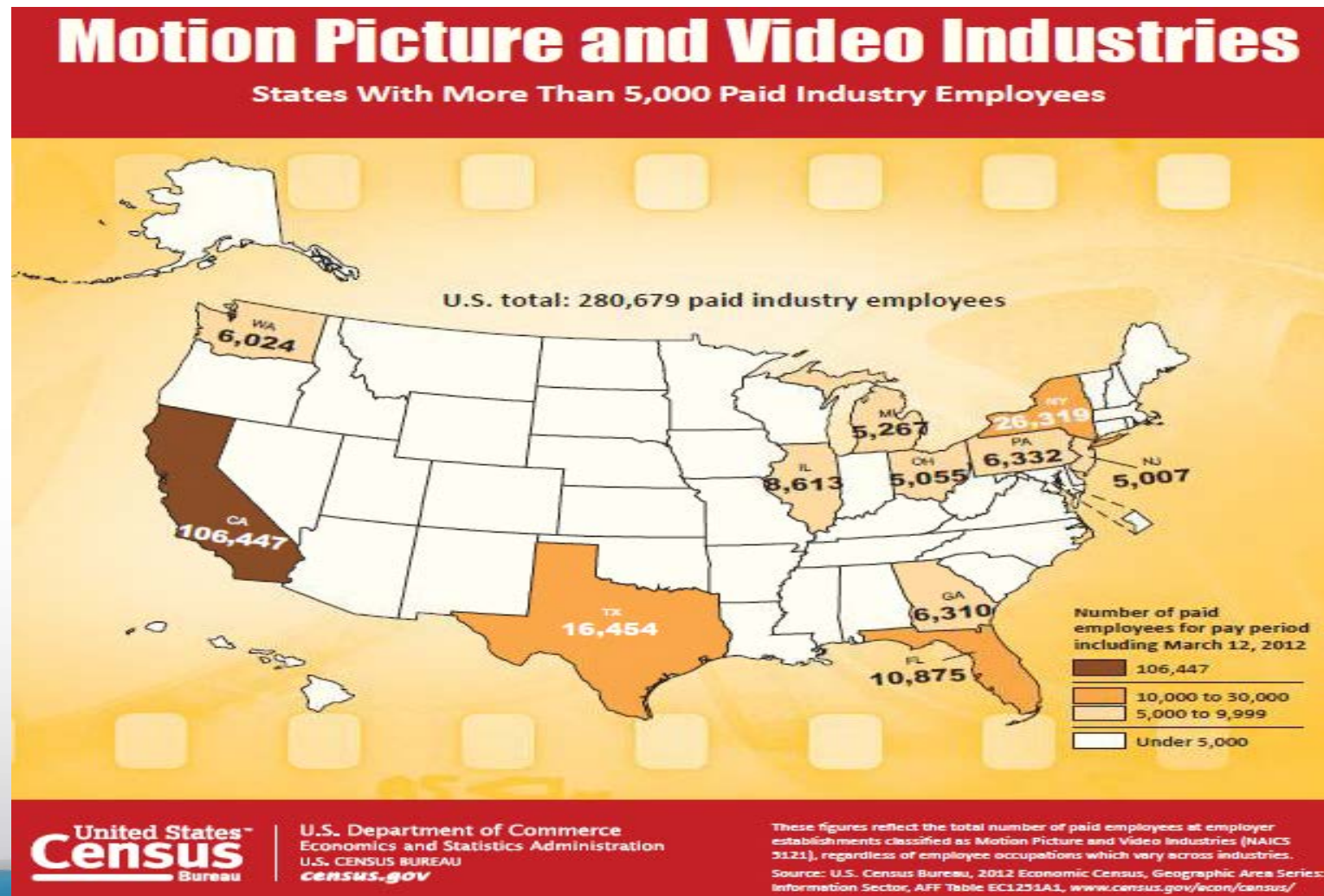
NAICS 203  
Services required for mineral mining and quarrying, as well as oil and gas extraction. Includes taking core samples, making geological observations, redrilling, well surveying and maintenance, slush pit excavating, hydraulic fracturing and sinking mine shafts. These services are performed on a contract or fee basis.



\*Figures may not add to 100% due to rounding

# Leveraging social media for trending topics

## #Oscars



# Collaborating to Better Promote Economic Data

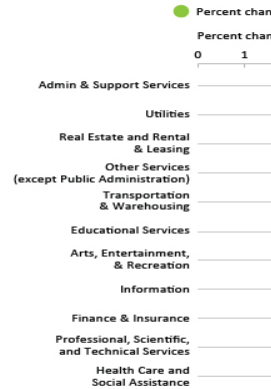
- The 2 quinquennials paint a comprehensive picture of our Nation's economy – both the private sector and the public sector
- A lot of our national “stories” can be told at the local level



# National Stories That Can Be Localized

## Services Continue to Climb

One Year Percent Change in Revenue for Selected Service Sectors



Note: There are a few service industries excluded from government owned utilities; rail transportation; the police and other financial vehicles; elementary and secondary schools; universities and professional schools; religious unions and similar organizations; political organizations.

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Bureau

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census.gov

## Franchise Employment

Leading industries in 2012 by number of employees



Note: The rank ordering of the franchise employment estimates has not been tested for statistical significance.

United States<sup>™</sup>  
Census  
Bureau

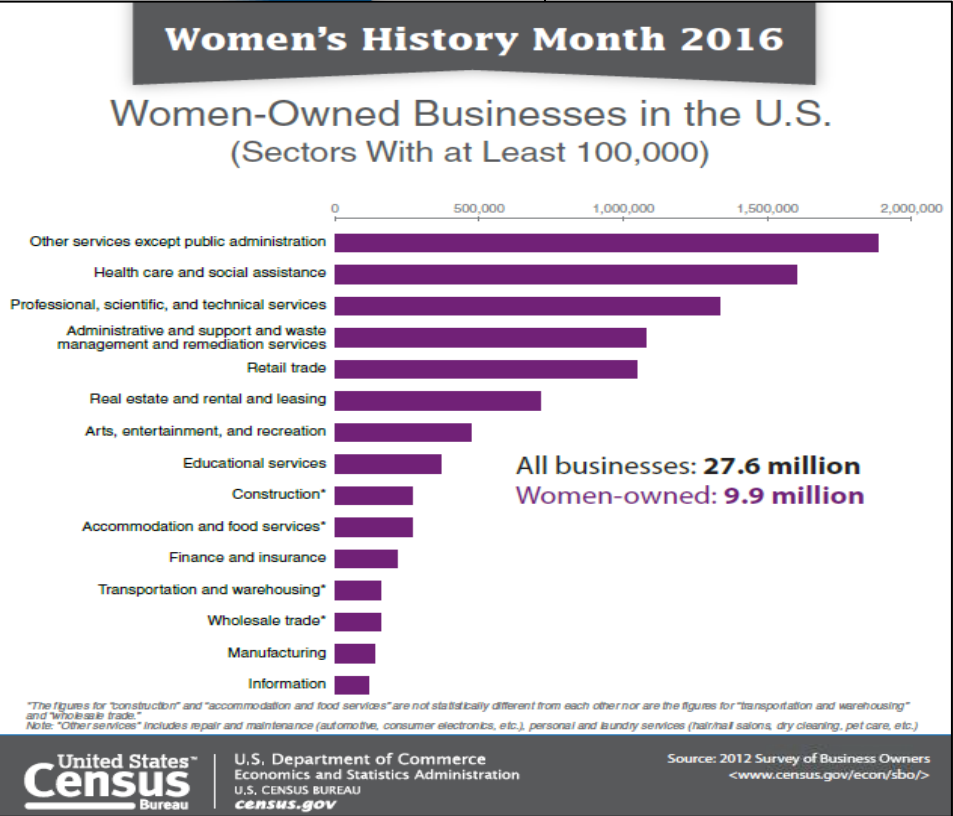
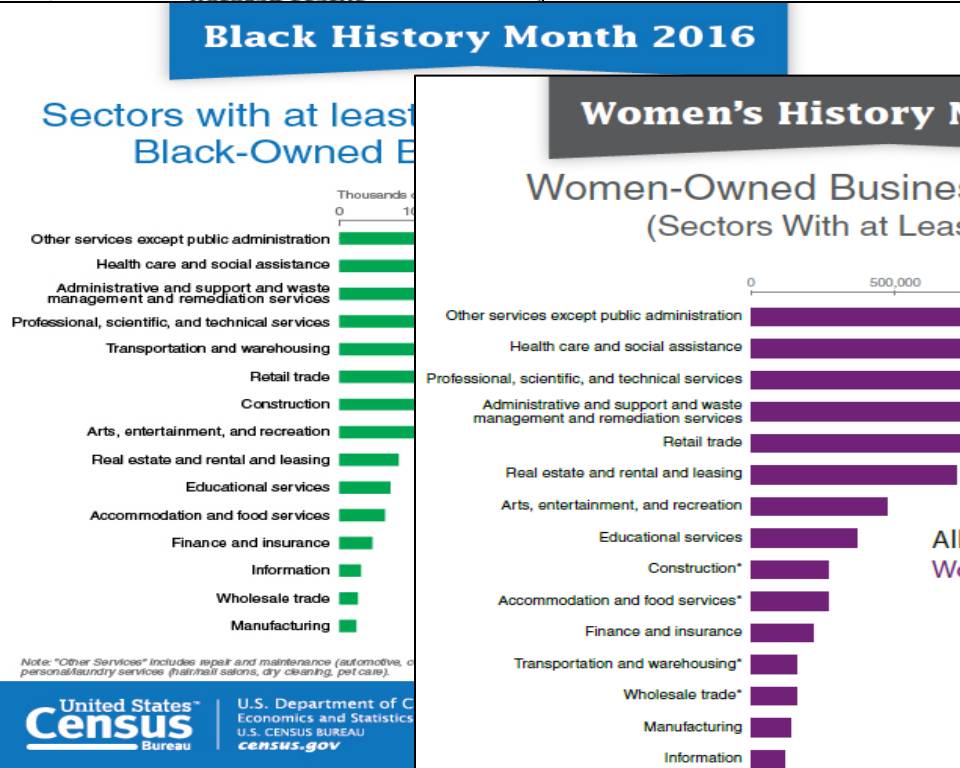
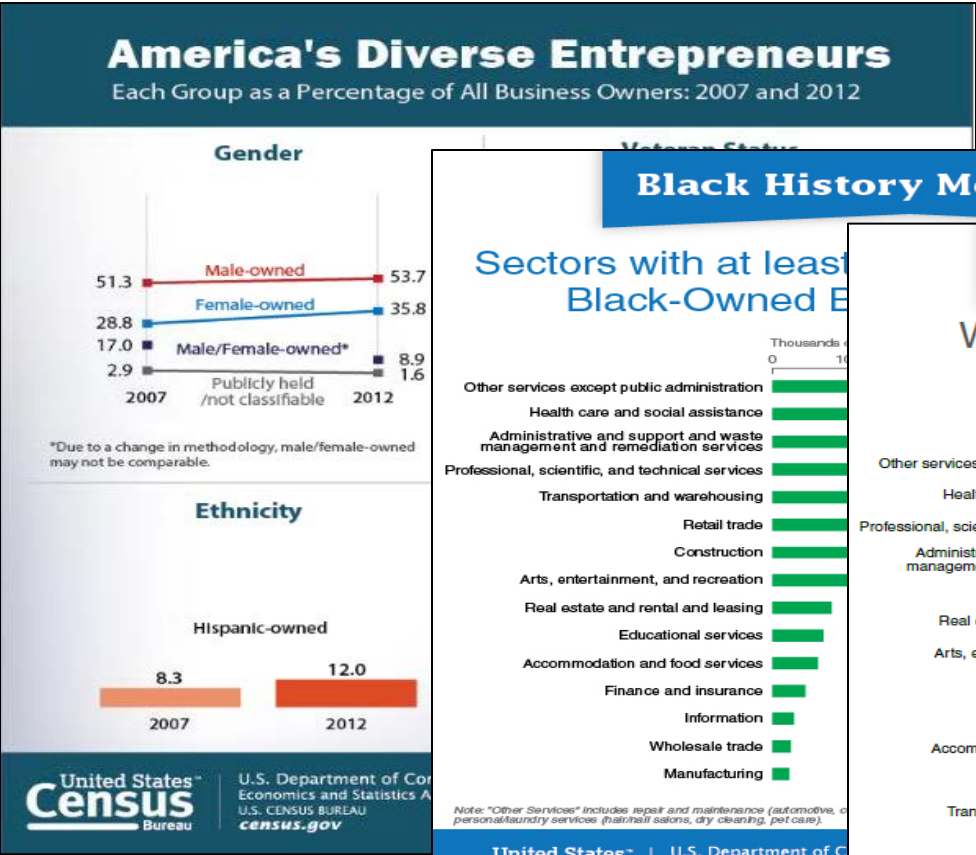
U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
census.gov

Source: Economic Census: Core Business Statistics Series, 2012: Franchise Status for Selected Industries and States: 2012  
NAICS 722513, 441110, 722511, 721110, 447110, 722515, 561320, 624120, 561720, 445110  
<<http://www.census.gov/econ/census/>>

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# Promoting the Data Throughout the Whole Year



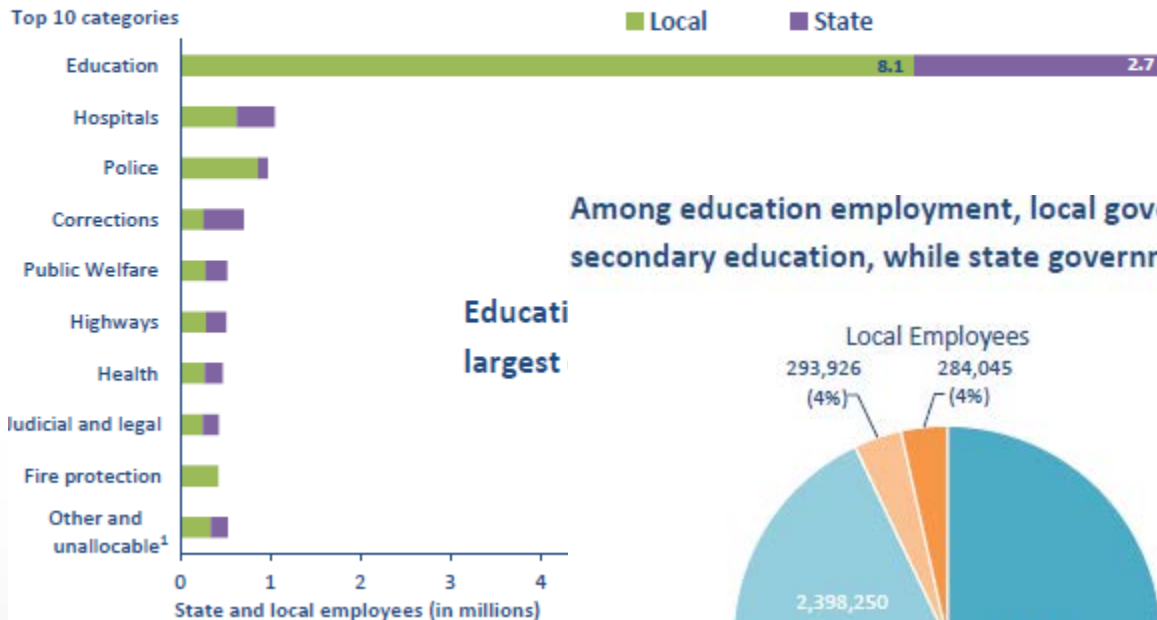


# Public Sector Stories with Local Data Available

## Where do state and local government employees work?

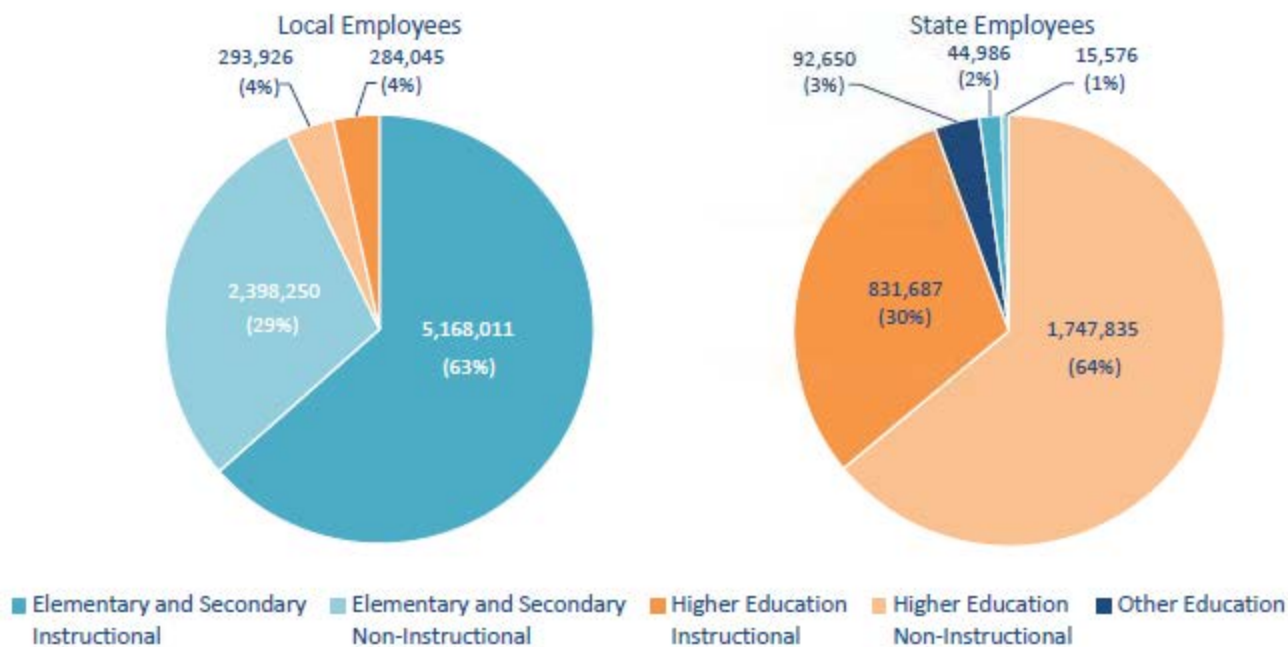
A focus on how education jobs vary between state and local governments

Top 10 categories



Among education employment, local government primarily consists of elementary and secondary education, while state government primarily consists of higher education.

Education largest

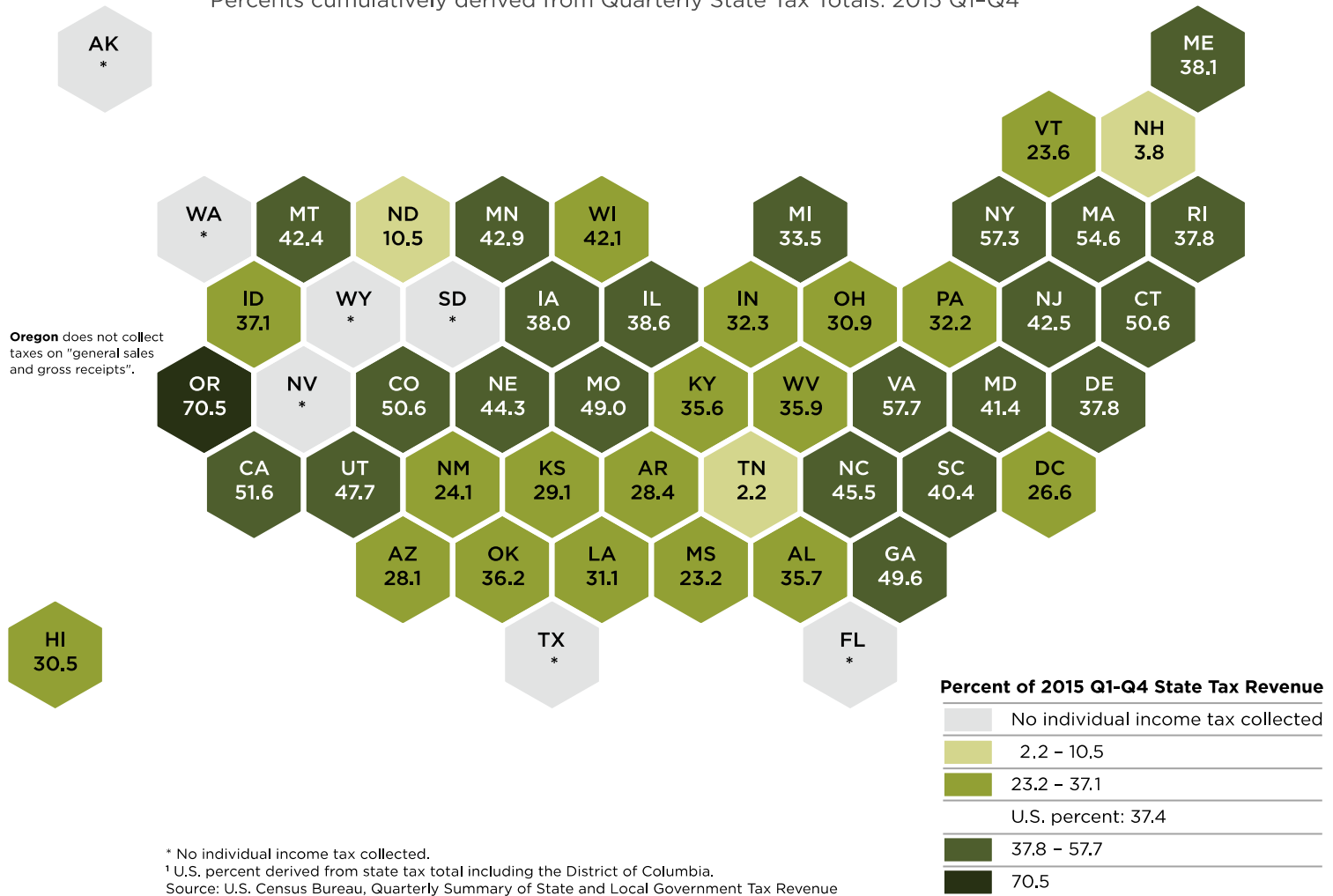


Source: U.S. Census Bureau, 2013 Annual Survey of Public Employment & Payroll

# Individual Income Tax as a Percentage of State Tax Revenue

U.S. proportion<sup>1</sup>: 37.4 percent

Percents cumulatively derived from Quarterly State Tax Totals: 2015 Q1-Q4



# Upcoming Economic Annual Data Releases

- 2014 County Business Patterns  
**with new Congressional Districts data!**  
(late April 2016)



Other Releases this Spring:

- 2014 Zip Code Business Patterns
- 2014 State Government Finances
- 2014 State Government Tax Collections
- Completion of 2012 Economic Census Subject Summary Series

# Thank you

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